

## TRAINING & INTERNAL COMMS VIDEO PRODUCTION RATECARD 2021

### What We Mean

Video can be used for internal comms purposes in a number of different ways. Just a few examples are:

- Internal training of staff - processes, procedures, technology
- Internal (i.e. not for external marketing purposes) dissemination of information e.g. sales briefings
- Software demonstration or training videos for existing clients only
- Recording of internal briefings or training events
- Recording of events for a limited audience i.e. membership organisations
- Recording of AGMs
- Production of video material for paid-for courses i.e. content not freely available to the public
- Production of materials for use on company intranets or portals

### What It Involves

These projects invariably involve live action filming, often related to training or events. These draw on our 12+ years of experience in event filming. Videos for system or software demos need to be carefully considered in terms of how the screen area is used and how the viewer is guided through the process, using appropriate graphics or voiceover.

### What You Get

We'll discuss the project with you, by phone or ideally in person. If necessary and appropriate, we'll visit the filming location to assess suitability or prepare for any technical hurdles. We'll look at any examples you may have of what you are trying to achieve, and we'll point you in the direction of anything relevant within our portfolio.

We'll arrange the filming date. If possible, we'll accept from you any branding collateral or other material necessary for the project (logo, company fonts, names of participants etc). You can audition background soundtracks or voiceover artists from our library if these are being used.

On the filming date(s) we'll use the appropriate camera, lighting and sound equipment to give a congruent look and feel to the video. We'll give technical, creative and content-related feedback during the process as needed.

A draft edit will be sent as soon as is practicable. At this stage the branding and visual finesse may be absent or in a 'proof of approach' form.

One or two further edit sessions will then take place to complete the final video. If necessary, editing can be done collaboratively at your office, or a cafe, to work through any complex changes without the need for lengthy emails. Then, the final video will be sent electronically.

## PROJECT SPOTLIGHT

This internal training video was to be used to guide employees through a document template system. We recognised early on that the screen area of the video would need to be carefully managed so that the detail of the information on the system screen shots would not be compromised. Yet we also wanted the trainer to remain on screen to make the experience more personal.

The picture-in-picture approach, mated with the brand's colours, worked well.



## ▶ **SHORT EVENT PACKAGE**

**£595**

A half-day or evening event shoot.  
Shot with 1 or 2 HD cameras and 1 cameraman.

Editing to create a single video with your company logo added, slides intercut with the video to form an integrated presentation.

## ▶ **TRAINING VIDEO PACKAGE 1**

**£1475**

A full day allowed for a shoot, based on live action to be supplemented with client-sourced voice-over and simple graphics as necessary.  
Shooting with 1 or 2 HD cameras and 1 cameraman.

Pre-production meeting for storyboarding.  
Editing to produce a single video, or series (up to 3 videos) as defined by the brief.

## ▶ **TRAINING VIDEO PACKAGE 2**

**£1795**

A full day allowed for a shoot, based on live screen capture (system demo), screenshots or slides, to be supplemented with client-sourced voiceover and graphics as necessary.  
Attending with 1 producer (no live action filming).

Pre-production meeting for storyboarding.  
Production of a 'proof of concept' to agree look and feel, using mockup assets.

Editing to produce a single video, or series (up to 5 videos) as defined by the brief.

## **CLIENT TESTIMONIAL**

Chris is professional, creative, courteous and a pleasure to work with. He is unflappable and his films are excellent. What's particularly helpful is that he turns the films round very quickly. I would not hesitate to recommend Chris and his business services at London Corporate Media.

**Tina Fotherby, Founder, Famous Publicity**



## OTHER WAYS WE CAN HELP

### Editing Services

**from £85 ph**

Whether you are looking for production of a corporate video, content marketing through video, video case studies of your projects, insights into your products or services, we can help with a video editing service.

Need things in a rush? We have a great track record in fast project turnaround. Sometimes we've been on client site within 36 hours of an enquiry. We can produce a video from start to finish the same day. We can edit on location. We've even produced an edit within an hour of finishing the filming.

A few of our video projects have been essentially collages – sourcing library footage and editing together to tell the client's story or showcase a product.

Sometimes an old video needs to be re-branded or have elements changed – something we've done for both existing client projects and new client requirements.

### The One-Day Wonder

**from £795**

Yes, you can go from not having a video to having one online in a single day without leaving your office. We spend up to a full day at your premises. We shoot, record voiceover, screen-capture as needed. The brief can be fully formed beforehand, or created on the fly. It can be a pre-planned day or a last-minute need.

We edit onsite directly after shooting, working alongside you, creating graphics, adding company branding and supporting collateral. You can select the best 'take' to use, or even ask stakeholders to pop their head round the door to give their input!

This means that you can see the draft edit the same day, and if approved, the final edit is left with you. What could be easier?

### Supplementary Services

- :: Video services for marketing - corporate video, content marketing, seminar events, workshops
- :: Professional voiceovers for new or existing videos
- :: Subtitling of existing videos, voice transcription services
- :: Production of animated logos
- :: YouTube consultancy - guidance on setting up your presence, or reviewing improvement opportunities
- :: Social media management, content writing
- :: Graphic design services - logo design

## THE BLURB

The packages in this document are intended as a guideline; please ask for a bespoke quote for your project. Exact prices will depend on the length of the finished video(s). Where location recce, professional voiceover, logo animation, or YouTube consultancy are provided, these may incur additional costs, depending on time taken. Please note that all business is subject to Terms & Conditions available on our website.

All prices exclude expenses, travel time, supplements for unsocial hours/weekends/Bank Holidays (where applicable) and VAT.

Postponement and cancellation charges may apply to pre-arranged shoot dates.

